

ABSTRACT OF THE DISCLOSURE

Methods, systems, and computer program products for searching interactive broadcast data for a string of text. Binary signatures are generated for each text description in the interactive broadcast data. A user-entered text string is also converted to a binary signature. A binary signature is a bit field representation of a block of text. A binary signature may be significantly smaller than the unconverted block of text, yet may still be unique when compared binary signatures of other blocks of text. All binary signatures may be generated using the same hash or digest function. The binary signature of the user-entered text string is compared to the binary signature of each entry in the interactive broadcast data. If the any of the comparisons indicate that the user-entered text string is included in an interactive broadcast data text description, other data associated with the interactive broadcast data may be retrieved.

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